The Lead Generator

www.LeadGenerator.com

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Goals of the Lead Generator

- Increase your sales
- Reduce your costs
- Increase your profitability
- Also:
  - Help you find a new job
  - Improve your efficiency
  - Find strategic resources & partners
  - Increase your ROI
  - And more!

2

As a "Seller"

- Find qualified leads
  - Decision makers
  - Who need your products and services
  - And want to talk with you about how you can help

3

As a "Buyer"

- Find qualified vendors
  - Multiple suppliers
  - Who have viable solutions
  - Who will compete for your business on the basis of price, service and quality

4

Every Company Is Both a Buyer and a Seller at the Same Time

Products & Services   Needs

Needs   Products & Services

5

Everyone Has Needs

- Profitable companies buy almost as much as they sell
- *Un*-profitable companies buy even more than they sell!

6

Everyone Has Needs

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- *Un*-profitable companies buy even more than they sell!
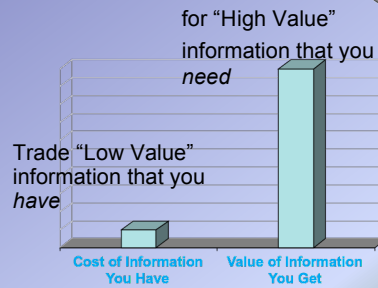- Consumers have needs
- And they "sell" their labor

7

The Basic Concept

- Leverage what you *know*
  - What you do
  - What you buy
  - Who you know
- To get what you *need*
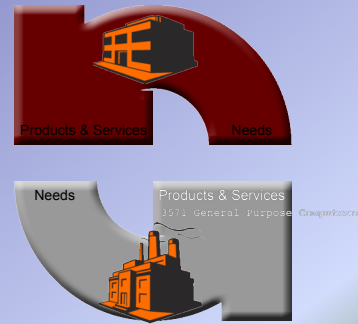 - Qualified leads
  - New business
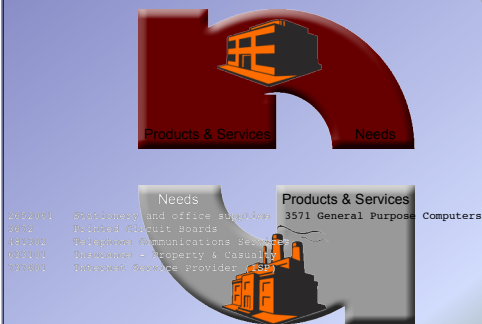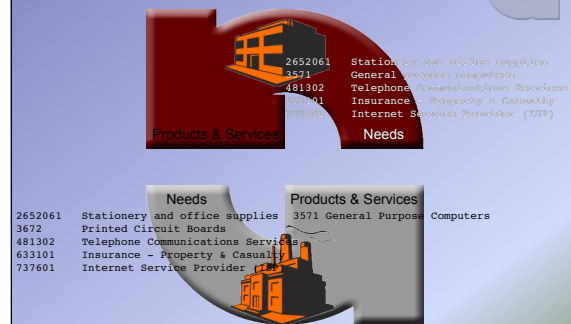 - Lower costs

8

The Economics

for "High Value" information that you *need*

Trade "Low Value" information that you *have*

Cost of Information You Have | **Value of Information You Get**

9

How It Works

Products & Services   Needs

Needs   Products & Services
3571 General Purpose Computers

10

How It Works

Products & Services   Needs

	Needs	Products & Services
2652061	Stationery and office supplies	3571 General Purpose Computers
3672	Printed Circuit Boards	
481302	Telephone Communications Services	
633101	Insurance – Property & Casualty	
737601	Internet Service Provider	

11

How It Works

2652061	Stationery and office supplies
3571	General Purpose Computers
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12

How It Works

Products & Services

Needs

2652061 Stationery and office supplies
3571 General purpose computers
481302 Telephone Communications Services
633101 Insurance – Property & Casualty
737601 Internet Service Provider (ISP)

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Products & Services

3571 General Purpose Computers

13

Summary

Post your information
in order to get access to
other users' information

14

Other Data Elements

- Company Description
- Products & Services
- Needs / Purchasing Requirements
- Leads
- Organization Chart
  - Ability to contact
- Ads
- Blog

15

Tools

- Search
- Messaging System
- Contact Management System
- Chat
- Support Forum
- Help Desk
- And more

16

Sales Benefits

- Eliminate cold calling
- Increase your close-rate
- Shorten your sell-cycle
- Reduce your sales expenses
- Build up a back-log of qualified prospects
- Improve the quality of incoming business
- Get past gatekeepers
- Penetrate new market segments inexpensively
- Communicate directly with decision makers
- Prospect more effectively
- Increase sales profitability
- And access a dynamic source of sales leads -- 24 hours a day

17

Purchasing and Operating Benefits

- Reduce the cost of purchased goods and services
- Improve the vendor selection process
- Increase vendor quality and responsiveness
- Improve specification compliance
- Save time finding qualified vendors
- Identify strategic partners
- Locate creative solutions to problems
- Find profitable new product lines
- Attract resources
- Recruit qualified personnel
- Negotiate purchasing requirements
- Implement fair procurement rules
- Issue RFQs
- And it puts you in a position to help your company increase its sales.

18

The Lead Generator

- Increase your sales
- Reduce your costs
- Maximize your profitability

19